UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/862,814	05/21/2001	John C. Seibel	068082.0114	1151

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EXAMINER
LU, KUEN S

ART UNIT	PAPER NUMBER
2167	

DATE MAILED: 04/04/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

		Application No.	Applicant(s)
Office Action Summary		09/862,814	SEIBEL ET AL.
		Examiner	**Art Unit**	
		Kuen S Lu	2167	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *16 December 2004*.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-4,6,7,9-13,15,16 and 18-34* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-4,6,7,9-13,15,16 and 18-34* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

        1.☐ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____.

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date *#1 12-16-2004*.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

Response to Amendments

1. The Action is responsive to the Applicant's Amendments, filed on December 16,

2004. Noted is the amendments made to independent claims 1 and 10. New claims

27-34 are added and original claims 5, 8, 14 and 17 are cancelled.

2. As for the Applicant's Remarks on claim rejections, filed on December 16, 2004, has

been fully considered by the Examiner, please see discussion in the section *Response*

to Arguments, following the Office Action for Final Rejection.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for

all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

4. Claims 1-4, 6-7, 9-13, 15-16, 18-34 are rejected are rejected under U.S.C. 103(a) as

being unpatentable over Reisman (U.S. Patent 6,769,009) and further in view of Tripp et

al. (U.S. Patent 6,516,337, hereafter "Tripp").

As per claims 1 and 10, Reisman teaches the following:

"a web crawler process operable to locate text documents from unstructured participant-

based Internet discussion sites, the sites selected from the group of: newsgroups,

discussion forums, and mailing lists" (See col. 51, lines 21-25, col. 5, lines 46-54 and

col. 18, lines 15-18, wherein Reisman's the retrieval tool crawls across the web sites to

retrieve content from sources of open-ended supplementary news on independently

operated and non-proprietary servers is equivalent to Applicant's a web crawler process

operable to locate text documents from unstructured participant-based Internet

discussion sites, the sites selected from the group of: newsgroups, discussion forums,

and mailing lists);

"an archive database for storing text documents retrieved by the crawler" (See Fig. 1,

element 32, col. 8, lines 61-63 and col. 49, lines 44-50 wherein Reisman's data

structure definition is the archive of name, type, size, element and the like for the

fetched files and archive servers provide repository for useful pages is equivalent to

Applicant's an archive database for storing text documents retrieved by the crawler);

"a harvester process for searching the web archive database for primary personal

contact data for at least one prospective customer of the product/service provider" (See

col. 39, lines 1-20 wherein Reisman's intermittent shuttling or live continuous browsing

on the combined locally stored web content and obtained remote content for distributing

product to computer owners or users with confidence that a large number of prospects

can use the product where the prospects may be selves the contact for the product is

equivalent to Applicant's a harvester process for searching the web archive database

for primary personal contact data for at least one prospective customer of the

product/service provider); and

"wherein the harvester process operates in response to a query from the

product/service locates at least one document in which a participant of the discussion

site is discussing a specified product or service, thereby locating a prospective

customer having associated primary personal contact data" (See col. 8, lines 40-61, col.

39, lines 1-20 and col. 18, lines 15-18, wherein Reisman's a search engine searching

indexes to produce results of files and also searching the data structure definition for

relevant files from open-ended supplementary news, and further intermittent shuttling or

live continuous browsing on the combined locally stored web content and obtained

remote content for distributing product to computer owners or users with confidence that

a large number of prospects can use the product where the prospects may be selves

the contact for the product as previously described).

Reisman does not specifically teach "a reverse lookup process for receiving the

primary personal contact data from the harvester process and for performing a reverse

lookup from the primary personal contact data".

However, Tripp teaches "a reverse lookup process for receiving the primary personal

contact data from the harvester process and for performing a reverse lookup from the

primary personal contact data" (See Fig. 4, Tables 1-2, col. 13, line 35 – col. 14, line 11

and col. 15, lines 49-53 wherein Tripp's a process, brochure creator, generating

brochure form and user completing the form, including company and contact

information, as an encoded file for both host's and user's storage, and further, brochure

may be created for each web page is equivalent to Applicant's a reverse lookup process

for receiving the primary personal contact data from the harvester process and for

performing a reverse lookup from the primary personal contact data).

It would have been obvious to one having ordinary skill in the art at the time of the

applicant's invention was made to combine Tripp's teaching with Reisman reference by

utilizing brochures to store contact and web page content on prospective customers

information data because both references are directed to crawling web sites and

harvesting from the retrieved information, and Tripp's teaching on indexing and

cataloging remotely stored data for eliminating the need copying the remote data to

central repository would have enabled Reisman's to achieve the object for mass

distributing electronic products in a simpler, more economical and prompter way.

Tripp further teaches the following:

"wherein the reverse lookup is performed by using the primary personal contact data in

to obtain ancillary personal contact data about the same prospective customer" (See

Table 1 and col. 19, lines 1-10, col. 20, lines 12-14 wherein Tripp's contact email is the

information in the brochure for various communication suggests other contacts, such as

technical and business, are communicated via the contact is equivalent to Applicant's

wherein the reverse lookup is performed by using the primary personal contact data in

to obtain ancillary personal contact data about the same prospective customer);

"wherein the reverse lookup accesses data sources other than the discussion site

containing the primary contact data" (See Table 2 and col. 16, lines 9-15 wherein

Tripp's the web sites selves are the data sources is equivalent to Applicant's wherein

the reverse lookup accesses data sources other than the discussion site containing the primary contact data);

"wherein the primary personal contact data and the ancillary personal contact data comprise at least two items of data from the following group: name, email address, telephone number, website address, geographical address, place of employment" (See Table 11 wherein Tripp's name, email and company name is equivalent to Applicant's wherein the primary personal contact data and the ancillary personal contact data comprise at least two items of data from the following group: name, email address, telephone number, website address, geographical address, place of employment);

"a staging database for storing the primary and ancillary personal contact data" (See Fig. 4 wherein Tripp's user's web page brochure storage is provided as a staging database for host web page storage and brochure database is equivalent to Applicant's a staging database for storing the primary and ancillary personal contact data); and

a web server for providing access to the staging database via a web browser" (See Fig. 4, elements 400, 208 and 425 wherein Tripp's user access page content on the web is via user browser and the servers provide web host and brochure check services is equivalent to Applicant's a web server for providing access to the staging database via a web browser).

As per claims 2 and 11, Tripp further teaches "a value-add process that accesses internal documents of the product/service providers, generates customer profiles about customers of the product service provides, and compares the profiles to data

representing the prospective customer" (See Fig. 4, Tables 1-2 and col. 13, lines 35-51

wherein Tripp's the brochure creator process is the value-added process to create host

and site brochures based on information from catalog site server for storing host profile

data, including type of products for sale suggests the teaching of a value-add process

that accesses internal documents of the product/service providers, generates customer

profiles about customers of the product service provides, and compares the profiles to

data representing the prospective customer).

As per claims 3 and 12, Tripp further teaches "the value-add process operates on line

by accessing the internet" (See Fig. 4, Tables 1-2 and col. 13, lines 51-560 wherein

Tripp's user's web browser request brochure creation, the brochure creator creates a

form for user to complete and sends a request to brochure server to create an en-coded

brochure is equivalent to Applicant's the value-add process operates on line by

accessing the internet).

As per claims 4 and 13, Tripp does not specifically teach "the value-add process

operates off line".

However, Tripp teaches user web creator server sends a form for user to complete in

order to create a brochure at Fig. 4, Tables 1-2 and col. 13, lines 51-60.

It would have been obvious to one having ordinary skill in the art at the time of the

applicant's invention was made to further extend Tripp's teaching by saving a copy of

the brochure form in the user system such that the brochure could have been created

locally by simply completing the form without the need of requiring additional network resources and operations for transferring the brochure before and after its completion by the user.

As per claims 6 and 15, Tripp further teaches "the reverse lookup is performed offline" (See Fig. 4, elements 400 and 408, col. 13, lines 52-65 wherein Tripp's brochure lookup is performed on user's web page storage suggests the reverse lookup is performed offline).

As per claims 7 and 16, Tripp further teaches "the reverse lookup is performed online by accessing the Internet" (See Fig. 4, elements 400 and 410, col. 13, lines 52-65 wherein Tripp's brochure lookup is performed on host's web page storage on the internet suggests the reverse lookup is performed online by accessing the Internet).

As per claims 22 and 26, Tripp further teaches "the reverse lookup accesses at least one website" (See Fig. 4, elements 400 and 410, col. 13, lines 52-65 wherein Tripp's brochure lookup is performed on host's web page storage on the web host server is equivalent to Applicant's the reverse lookup accesses at least one website).

As per claims 9 and 18, Tripp further teaches "a mailer process for scripting correspondence to the prospective customers" (See Table 1 and col. 19, lines 1-10, col. 20, lines 12-14 wherein Tripp's contact email is the information in the brochure for

various communication suggests the teaching of a mailer process for scripting

correspondence to the prospective customers).

As per claims 19 and 23, Tripp further teaches "the primary contact data is an email

address and the reverse lookup is for C associated with that email address" (See See

Table 1 and col. 19, lines 1-10, col. 20, lines 12-14 wherein Tripp's contact email is the

information in the brochure for various communication and further the ancillary contact

information is available suggests contact email is the main channel for obtaining other

information from the host and brochures and the contact email is associated with V See

Table 1 and col. 19, lines 1-10, col. 20, lines 12-14 wherein Tripp's contact email is

associated with ancillary data).

As per claims 20 and 24, Tripp further teaches "the primary contact data is a name of

a prospective customer and the reverse lookup is for ancillary contact data associated

with that name" (See Fig. 4, Tables 1-2 and col. 14, lines 12-25 wherein Tripp's the

name and email information of the contact in the brochure which further provides

ancillary contact data suggests the primary contact data is a name of a prospective

customer and the reverse lookup is for ancillary contact data associated with that

name).

As per claims 21 and 25, Tripp further teaches "the ancillary contact data is at least

one item of data from the following group: email address, web site address, or name"

(See Tables 1-2 and col. 14, lines 12-25 wherein Tripp's the technical and business contacts' names are included is equivalent to Applicant's the ancillary contact data is at least one item of data from the following group: email address, web site address, or name).

As per claims 27 and 28, Tripp further teaches "contact permission process that uses the primary personal contact data to contact the prospective customer to request permission to further contact the prospective customer" (See Tables 1-2, col. 14, lines 18-25 and 62-67 wherein Tripp's excluding brochure from being indexed and providing specific conceptual or non-html information in the site brochure suggests the brochure and its content may be subject to specific control) .

As per claims 29 and 30, Tripp further teaches "a validation process for validating all or part of the personal contact data" (See col. 16, lines 9-23 wherein Tripp's email is automatically generated and sent to the contact and verifying the presence of the site brochure in the specific location suggests the validation of contact information).

As per claims 31 and 32, Reisman teaches "the harvester process further provides a link to the document" (See 34-40 wherein Reisman's hypertext use locator to find the resource on the internet, including web pages is equivalent to Applicant's the harvester process further provides a link to the document).

As per claims 33 and 34, Tripp further teaches "the reverse lookup process performs a cascading reverse lookup" (See Tables 1-2 wherein Tripp's name of the site host is provided in the site brochure for cascading the host brochure suggests the reverse lookup process performs a cascading reverse lookup).

Response to Arguments

5. The Applicant's arguments filed on December 16, 2004 have been considered but they are moot on new grounds of rejection.

6.   The prior art made of record

    A. U.S. Patent No.   6,769,009

    B. U.S. Patent No.   6,516,337

The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure.

    C. U.S. Patent No.   6,401,118

    D. U.S. Patent No.   6,732,161

    E. U.S. Patent No.   5,931,907

    F. U.S. Patent No.   6,460,069

    G. U.S. Patent No.   6,714,979

    H. U.S. Patent No.   6,430,624

<u>Conclusions</u>

7. THIS ACTION IS MADE FINAL.

The Applicants are reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.
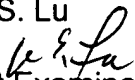
8. The prior art made of record, listed on form PTO-892, and not relied upon, if any, is considered pertinent to applicant's disclosure.

If a reference indicated as being mailed on PTO-FORM 892 has not been enclosed in this action, please contact Lisa Craney whose telephone number is 571-272-3574 for faster service.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kuen S Lu whose telephone number is 571-272-4114. The examiner can normally be reached on 8 AM to 5 PM, Monday through Friday. If at tempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on 571-272-4107. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding

should be directed to the receptionist whose telephone number is 571-272-2100.

Kuen S. Lu

Patent Examiner

March 28, 2005

Luke Wassum

Primary Examiner

March 28, 2005